Printed Pages:01 **Sub Code: MPM 202**

Paper Id: 900272 **Roll No.** | | | | | | | | | | |

M. PHARM
(SEM II) THEORY EXAMINATION 2018-19
PHARMACEUTICAL SALES AND ADVERTISING MANAGEMENT

Time: 3 Hours ***Total Marks: 70***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 7 = 14

a. Enlist the qualities of a competent salesman.
b. What do you mean by market demand?
c. Define sales force.
d. Advertisement is essential. Justify.
e. What do you understand by sales territories?
f. Advertising budget affects product cost. Comment.
g. What is brand equity?

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21

a. Explain the process of personal selling.
b. Discuss the various techniques of analyzing market demand and sales potential.
c. Evaluating sales force performance is essential. Justify.
d. Explain the Social, legal and regulatory factors in advertising.
e. Discuss perceptual mapping of customers.

SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7

(a) Explainsales management process and role of sales manager.
(b) Discuss salesmanship. Explain its advantage and disadvantages.

4. Attempt any *one* part of the following: 7 x 1 = 7

(a) Illustrate various techniques of sales forecasting.
(b) Explain the processes involved in formulating selling strategies.

5. Attempt any *one* part of the following: 7 x 1 = 7

(a)Discuss the process of recruitment and selection of sales force.
(b) Explain the techniques involved in training and compensating the sales force.

6. Attempt any *one* part of the following: 7 x 1 = 7

(a) Word of mouth advertising is the effective tool of advertisement. Comment.
(b) Explain the purpose and function of advertising.

7. Attempt any *one* part of the following: 7 x 1 = 7

(a) Explain "art of copywriting".
(b) Discuss the importance of image and personality.